

# Maggie Campbell

USER EXPERIENCE  
DESIGNER

## CONTACT ME

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## EDUCATION

**BACHELORS OF ARTS**  
2003 - 2007 / Gonzaga University

**UX/UI CONTINUING EDUCATION**  
2018 / University of California, Irvine

## TECHNICAL

- |                          |                     |
|--------------------------|---------------------|
| User Interface           | User Interviews     |
| Illustrator              | User Personas       |
| Figma                    | Journey Mapping     |
| Sketch                   | Decision Diagraming |
| Photoshop                | Storytelling        |
| InDesign                 | Wireframes          |
| Webflow                  | Prototyping         |
| Canva                    | Acceptance Testing  |
| InVision                 | HTML/CSS            |
| Camtasia                 | JS/jQuery           |
| Iconography              | Agile               |
| Typography               | PMBOK               |
| Atomic Design            |                     |
| Information Architecture |                     |
| Borrowing from Codepen   |                     |

## WHY ME

With a passion for people, human-centered problem-solving and breaking any culture code, I strengthen teams by empowering others. I bring out the best in clients, team members, and leadership. You'll recognize me immediately from my authenticity, my enthusiasm, and my unbridled joy.

## EXPERTISE & SKILLS

### PERSONAL

- Collaborative gaming
- Clicker training dogs
- Writing sweeping prose
- Making friends everywhere

### PROFESSIONAL

- Asking the right questions
- Branding & tone deft
- Cutting through chaos
- Summarizing & following up

## WORK EXPERIENCE

2013 - Present

**Project Insight**  
Costa Mesa, CA

### PRODUCT CHAMPION

- Determine product roadmap, product interface, & interaction designs based on user interviews
- Designed in-app feedback model that increased average user feedback by 900% avg vs previous email campaigns
- "Ticket to UI improvement initiative" resulted in 63% reduction in backlog tickets
- Lead Sprint meetings
- Usability writer for product support content on our public website, blogs, social media, etc.
- User engagement interface campaign increased user Help Center engagement by 33%
- Research, test, and advise on industry software trends, behaviors, and practices
- Scope and design integrations, custom reporting, and new features

2008 - 2013

**Chase Bank**  
Laguna Niguel, CA

### ASSISTANT BRANCH MANAGER

- Promoted from Teller to Sales Assistant to Assistant Branch Manager
- Managed 18 employees for accuracy and sales
- Delivered corrective action and performance reviews
- Built long-lasting customer relationships
- Encouraged career development and created personal action plans with employees

2005 - 2008

**American Red Cross**  
Spokane, WA

### HEALTH & SAFETY DIRECTOR

- Promoted to Health and Safety Director from college intern due to work ethic and knowledge
- Supervised 12 volunteer and 3 paid instructors
- Invoiced companies and processed records